

# MIDTOWN HALLOWEEN FESTIVAL & POOCH PARADE 2021 RECAP REPORT



Midtown Association is a nonprofit 501(c)(6) organization whose mission is to make Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core.

## OBJECTIVE

Presented by Sutter District restaurants, this community event is highlighted by a "pooch parade" where furry friends strut and stroll through James Marshall Park while competing in a Halloween costume contest. The event seeks to increase visitation to local Sutter District restaurants and highlight those restaurants in local media coverage.

## OVERVIEW

The Midtown Halloween Festival & Pooch Parade had a successful return to Marshall Park after a one-year reprieve. We were joined by 5 local vendors, over 300 attendees, and over 80 furry friends registered to participate in the Pooch Parade. Prizes included gift cards to Sutter District restaurants, Midtown Love swag; and were awarded to the top 3 winning costumed pooches. We hosted family-friendly outdoor activities such as arts & crafts, face painting, live music, and more.

## IMPACTFUL METRICS

<b>10</b> Local Sponsors	<b>300+</b> Total Event Attendees	<b>84</b> Pooch Parade Participants
<b>5</b> Local Vendors	<b>8</b> Social Media Posts/Stories	<b>3</b> Sutter District Prizes
<b>4</b> Media Mentions	<b>4.6K</b> Engagements on Social Media	<b>3.2K</b> Newsletter Recipients

## SPONSORS

- BARWEST
- BLUE CUE
- CAFE BERNARDO
- CENTRO COCINA MEXICANA
- FOUR PALMS
- HARLOW'S RESTAURANT & NIGHTCLUB
- INK EATS & DRINKS
- PARAGARY'S MIDTOWN
- RED RABBIT KITCHEN & BAR
- TEA BAR FUSION & CAFE

## PHOTOS



Pooch Parade Pup



Pooch Parade Entrance



Face Painting



Live Music



Local Vendors



Kids Activities

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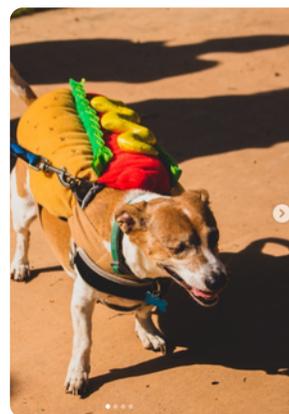
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## PROMOTION

### SOCIAL MEDIA



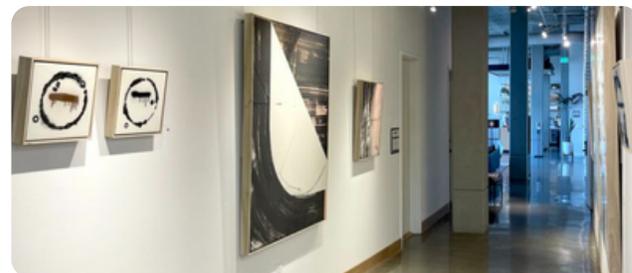
Instagram Stories



Instagram Post

### NEWSLETTERS

Click each image to view Midtown Halloween Festival and Pooch Parade mentions in our Newsletters.



### MEDIA MENTIONS

- [SACRAMENTO MIDTOWN HALLOWEEN FESTIVAL, POOCH PARADE RETURNS AFTER ONE-YEAR REPRIEVE | KCRA 3](#)
- [DOGS COMPETE IN HALLOWEEN COSTUME CONTEST AT MIDTOWN POOCH PARADE | THE SACRAMENTO BEE](#)
- [CALL OUT FOR COSTUMED KIDS & CANINES...MIDTOWN ASSOCIATION ANNOUNCES A HALLOWEEN FESTIVAL & POOCH PARADE ON OCTOBER 30 | SACRAMENTO PRESS](#)
- [MIDTOWN HALLOWEEN FESTIVAL | GOOD DAY SACRAMENTO](#)